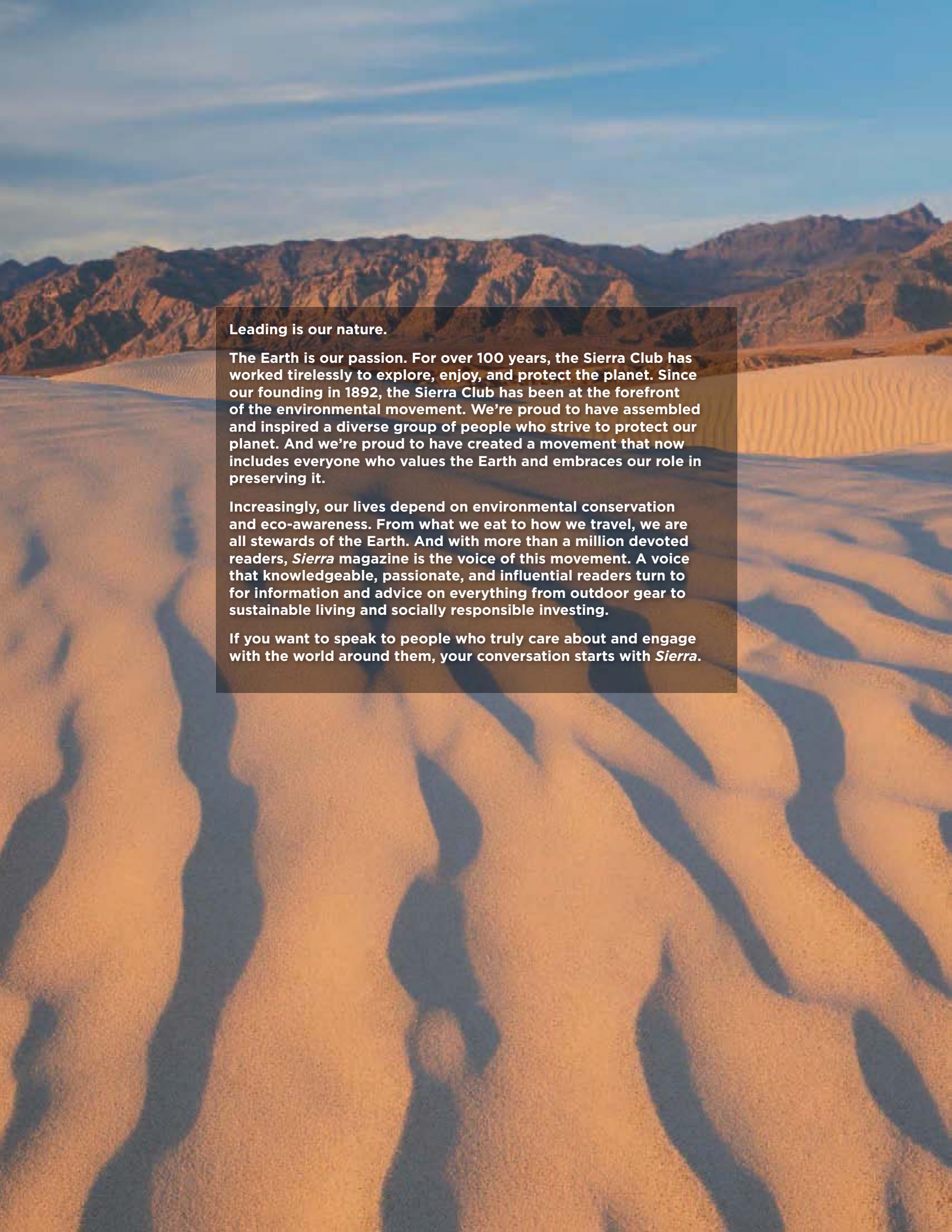


SIERRA

Explore, Enjoy, and Protect the Planet

A wide-angle photograph of a desert landscape. In the foreground, there are large, undulating sand dunes with distinct ripples. The sand is a warm, golden-brown color. In the background, a range of rugged, brown mountains stretches across the horizon under a clear, light blue sky. The lighting suggests it's either early morning or late afternoon, with long shadows cast across the dunes.

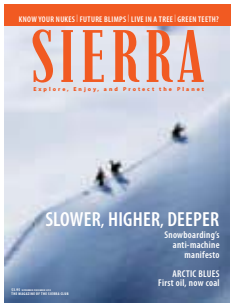
Leading is our nature.

The Earth is our passion. For over 100 years, the Sierra Club has worked tirelessly to explore, enjoy, and protect the planet. Since our founding in 1892, the Sierra Club has been at the forefront of the environmental movement. We're proud to have assembled and inspired a diverse group of people who strive to protect our planet. And we're proud to have created a movement that now includes everyone who values the Earth and embraces our role in preserving it.

Increasingly, our lives depend on environmental conservation and eco-awareness. From what we eat to how we travel, we are all stewards of the Earth. And with more than a million devoted readers, *Sierra* magazine is the voice of this movement. A voice that knowledgeable, passionate, and influential readers turn to for information and advice on everything from outdoor gear to sustainable living and socially responsible investing.

If you want to speak to people who truly care about and engage with the world around them, your conversation starts with *Sierra*.

SIERRA



EDITORIAL

Sierra Club members consider *Sierra* magazine their most important benefit, and for good reason. Throughout the past two decades, *Sierra* has received 25 awards and more than 90 award nominations from magazine professionals, including the American Society of Magazine Editors, *Folio* magazine, and the Western Publications Association.

Sierra's editor in chief, Bob Sipchen, arrived from the *Los Angeles Times* in June 2007, and since then the magazine has undergone a substantial transformation: covers are more dynamic, new departments were added, and a much more diverse feature well was created. Steve Hawk, *Sierra's* new executive editor (formerly from Action Sports Group) attracts a new audience of younger, more active and engaged readers. These changes lure new readers while deepening the magazine's connection to members.

FEATURES

Sierra embraces the Sierra Club's mission to "explore, enjoy, and protect" the planet. Ranging from bold outdoor adventures to distinguished environmental journalism, features are inspirational and insightful, artful in their appreciation of human and nonhuman worlds—and delivered in a strong, provocative voice. *Sierra's* articles propel readers to learn about the environment, experience it firsthand, and take responsibility for protecting it.

GEAR GUIDE A product review of the latest outdoor gear and apparel by Steve Casimiro.



CREATE The environment's role in national affairs, by Sierra Club Executive Director Michael Brune.

ENJOY | THE GREEN LIFE

Sierra's lifestyle section is an upbeat take on ecological living. At turns practical and whimsical, this lavishly illustrated section informs readers about the latest (and best) trends, products, and tips in food, fashion, housing, transportation, and other areas of their everyday lives. It includes brief Q&As with innovators in the lifestyle field.

ASK *Sierra's* own "Mr. Green" gives humorous, informative answers to readers' questions about how to live an eco-friendly life. Hey Mr. Green can be found online at sierraclub.typepad.com/mrgreen.

ACT Features first-person accounts of ordinary folks doing extraordinary things.

EXPLORE Tales of journeys that illuminate the natural world.

ESCAPE A traveler's inside scoop on self-proclaimed eco-resorts and other so-called "green" destinations.

SURVIVE An illustrated guide to surviving life-or-death situations in the wild.

GRAPPLE

The latest environmental news, presented in written and graphic form, plus "Up to Speed," a roundup of top stories and "Bold Strokes," good news from around the globe.

INNOVATE New ideas on clean energy.

COMFORT ZONE

A look at an inviting house, apartment, or other building, with a focus on how environmentally sound design and building techniques and eco-friendly furniture, appliances, and gadgets can make green living good living.



MIXED MEDIA

A back-of-the-book exploration of the environment, outdoor recreation, adventure, and eco-travel as seen through the lenses of other media. It includes profiles of authors, actors, and journalists doing the best work on environmental or nature-related topics; edgy and amusing roundup reviews of books, films, magazines, and Web sites; and glimpses of quirky new media.

SIERRA CLUB BULLETIN

News that connects readers with the most venerable and vital environmental group on the world stage today, the Sierra Club. Like a community newsletter, the Bulletin is people-focused, practical, and interactive, profiling inspiring activists, announcing Club-related news, and letting readers know how to act locally and nationally.

LAST WORDS

An indelible image paired with thought-provoking words that complement the visual aspect in compelling, surprising ways.

For more information on **SIERRA** editorial, go to: www.sierraclub.org/sierra/guidelines

SIERRA

SIERRA SPECIAL ANNUAL ISSUES

**January/February
Annual Sierra Club Outings Adventure Travel Listings
On Sale: December 22**



- Sierra Club Outings Annual Adventure Travel Listing: More than 50 pages of foreign and domestic adventure trips include backpacking, hiking, camping, bicycling, paddling, skiing, snowshoeing, family, lodge, service, and more!

- Bonus distribution at Canoecopia, the world's largest paddling expo in early March.

**March/April
Annual "Wild Journeys" Adventure Travel Issue.
On Sale: February 22**



- SIERRA takes you on exciting outdoor adventures to wild and unique places.
- Special advertising section for educational institutions (GreenSchools.edu)

**May/June
Annual "Paddling" Special Issue.
On Sale: April 26**



- Paddling Adventures featuring stories on all types of paddling in a variety of waterways in the U.S.
- Annual Paddling Advertising section written by Darren Bush, owner of Rutabaga.
- Annual Paddlesports

Sweepstakes in print and online with prizes from paddling industry leaders.

- Bonus distribution at the annual Outdoor Retailer Summer Market tradeshow in August..

**July/August
Annual "Hike & Bike" Special Issue.
On Sale: June 21**



- Special issue highlighting hiking and biking.
- Cycling is the latest craze to combat climate change and pump the adrenaline. We'll explore adventure biking and non-adventure biking (electric-bikes).

- Bonus distribution at the Outdoor Retailer Summer Market tradeshow in August.

**September/October
Annual "Cool Schools" Special Issue.
On Sale: August 24**



- The "greenest" universities and colleges and their student activists.
- Special advertising section for educational institutions (GreenSchools.edu).

**November/December
Annual "Winter Sports" Special Issue.
On Sale: October 18**



- Annual Winter Sports editorial on the best places for fun on ice and snow.
- Winter Sports Travel Sweepstakes featuring gear, apparel and a destination to ensure winter fun.

- Bonus distribution at the annual Outdoor Retailer Winter Market tradeshow in late January.

**For more information on SIERRA editorial,
go to: www.sierraclub.org/sierra/guidelines**

SIERRA

Throughout the past two decades, *Sierra* has received 25 awards and more than 90 award nominations from magazine and other industry professionals, including the American Society of Magazine Editors, *Folio* magazine, American Society of Journalists & Authors, Apogee Foundation, Canadian Tourism Commission and the Western Publications Association. SIERRA has received one or more Maggie Awards from the Western Publications Association almost every year since 2000. The Maggie Awards are known as “the Oscars of the magazine industry.”

2010

MAGGIE AWARD • BEST REGULARLY FEATURED DEPARTMENT
 Innovate
 MAGGIE AWARD • BEST SINGLE EDITORIAL ILLUSTRATION
 May/June
 “King Coal in Court”



2006

CANADA'S NORTHERN LIGHTS AWARDS • FIRST PRIZE
 March/April • “A Real Refuge”

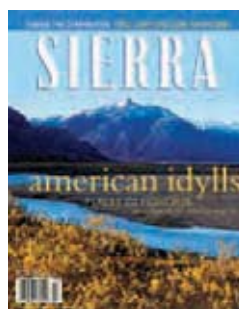
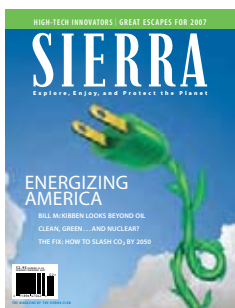


2005

MAGGIE AWARD • BEST PUBLIC SERVICE ARTICLE
 September/October • “American Idylls”
 AMERICAN SOCIETY OF JOURNALISTS & AUTHORS • BEST PROFILE
 September/October • “Madame Butterfly”

2007

MAGGIE AWARD • BEST SERIES OF ARTICLES
 January/February, May/June, July/August
 “Smart Energy Solutions”



2004

MAGGIE AWARD • BEST SPECIAL THEME ISSUE
 March/April • “Wild America”
 APOGEE AWARD • EXCELLENCE IN STILL PHOTOGRAPHY FOR COVER PHOTO
 PHOTO • November/December • “Bull Elk”

2006

MAGGIE AWARD
 BEST BLACK & WHITE EDITORIAL LAYOUT
 & BEST SERIES OF EDITORIAL PHOTOS
 January/February • “Photography of Hope”



SIERRA

What Our Readers Are Saying:



"When my eyes caught sight of the May/June cover . . . I could 'feel' the beauty of this photo. Within three weeks, I was there, in mind, body, and spirit-sea kayaking for nine days near Nootka Sound. Words alone cannot describe the beauty I experienced. Thank you, Sierra Club, for this wonderful experience!"

"Thank you so much for the May/June issue of SIERRA. Like the issue before it, it is a well-written, informative magazine. I'd truly like to see the day when there's a recent copy in every household in America. And beyond."



"... Now I get the most amazing magazine, I am enthralled with all the information . . . environmental concerns . . . trips I want to take my children on. Wow! . . . Thanks, Sierra Club, you've really opened up the world over here in my little corner of the universe."

What Our Industry is Saying:

The SIERRA reader enjoys the new urban lifestyle emerging as a growth category for the outdoor industry. In an era of growing urbanization, outdoor retailers may want to look to new markets and categories to grow sales. Among them is urban lifestyle, (those that) embrace the country's increasingly urban nature while still promoting the outdoors, defined by some as urban-based individuals between the ages of 20 and 50 who are highly mobile, digitally connected, and looking for close-to-home adventures. . . .

Outdoor Industry Association WebNews, September 15, 2010

SIERRA Readers are 48% Female. *"Fifty-two percent of adventure travelers today are women, and their numbers are rapidly increasing. The average adventure traveler is not a 28-year-old male, but a 47-year-old female!"*

Adventure Travel Trade Assoc., Oct. 13, 2009.



SIERRA AWARDS are listed on reverse side of this page.

What Our Advertisers Are Saying:



"The partnership Bell Canoe has launched with our advertising in SIERRA this year is enhanced by the added-value promotion package that is building great brand awareness for Bell with influential Sierra Club Outings trip leaders and with the Sierra Club

paddling enthusiasts who read SIERRA."

Todd Bahnub, General Manager, **Bell Canoe**

"At Nikwax, we know that advertising in SIERRA for the past nine years has brought an immediate return in product sales. As a bonus, it is an investment that helps to preserve wilderness for outdoor recreation."

Nick Brown, President, **Nikwax**

"Hilleberg began advertising with SIERRA because we wanted to reach our core outdoor consumer market. By advertising in SIERRA, we are reaching so many wonderful customers who share our love of the outdoors. We've gotten a great response from SIERRA, helping us build the long-term relationships that ensure business success."



Petra Hilleberg, President, **Hilleberg the Tentmaker**

"Our advertising in Sierra really gave us access to a new paddling consumer that we were not able to reach through paddling-specific magazines."

Marta Miller, Marketing Manager, **Kokatat**

What Our Contributors Are Saying:

"SIERRA magazine readers have a passion for the outdoors and want to save it for future generations. What better audience for creating new enthusiasts?"

Darren Bush, Owner of **RUTABAGA**, the largest paddlesports shop in the U.S.



SIERRA

SIERRA DEMOGRAPHIC PROFILE

BASE: TOTAL ADULT

Median Age:	50
Age 18–34*	23%
Age 25–34*	17%
Age 25–44	36%
Age 25–54	56%
Male/Female:	52/48
Professional/Managerial	37%
Work Full-time	51%
Have Children at Home	31%
Married	56%
Graduated College+	58%
Attended/Graduated College+	78%
Median HHI:	\$78,171
HHI \$150,000+	18%
HHI \$100,000+	38%
HHI \$75,000+	52%
HHI \$60,000+	62%
HHI \$50,000+	67%
HHI \$40,000+	73%
HHI \$35,000+	79%

SIERRA READERS



courtesy Sierra Club Library

SIERRA magazine is ranked #1 out of 212 magazines for reaching “INFLUENTIALS,” according to a Mediamark Research, Inc.’s Spring 2010 study (released May 19, 2010). Influentials are Americans that are politically and socially active, well-informed and trusted for their opinion on a variety of products and services. Influentials turn to magazines for the information they need to make their own personal buying decisions and to make recommendations.

SIERRA leads the pack of the following top nine magazines read by influentials: *Barron’s, The Atlantic, Scientific American, New York, Inc. Magazine, Kiplinger’s Personal Finance, City Business Journals, The Economist, Southwest Spirit.*

SIERRA reaches 386,905 readers who are considered Influential, 3.7+ times the U.S. average .

“We’re always proud to be in the company of such great magazines, but even more proud of our readers, who are never shy about wielding influence in defense of the mountains, deserts, lakes, rivers and the planet they love.”

SIERRA’s Editor-in-Chief Bob Sipchen, SNEWS, July 20, 2010

The Sierra Club represents the green industry and covers a broad cross-section of the American public.

“One of the great things is that we’re not targeted at one demographic, we’ve got the Sierra Student Coalition... and we have people who are moms that care about pollution and want to keep their kids safe, we have an active presence in the Spanish-speaking community, so it’s a pretty wide range – it spans all ages and ethnicities.”

Orli Cotel, Sierra Club Deputy Communications Director, quoted in DailyVista, January 22, 2010

Fall 2010 — A Sierra Club Champion — Lynn Henning from the Sierra Club Water Sentinels program

Lynn Henning, a small family farmer who stood up against the factory farms in her neighborhood, received a Goldman Environmental Prize and was recently interviewed by Erin Brockovich for the 2010 O Power List featured in *O, The Oprah magazine*. www.oprah.com/world/The-2010-O-Power-List/15

SIERRA

Rate Base: 500,000
Total Paid Circulation: 531,941
Readers-per-copy: 2.01
Total Audience: 1,069,201

Reader Engagement

- Members get involved locally and nationally to support the mission of the Sierra Club—to explore, enjoy, and protect the planet.
- The average reader pays \$39 annually to join the Sierra Club and receives an opt-in subscription to SIERRA.
- The #1 benefit to joining the Sierra Club is getting the magazine.
- Throughout each issue, readers are directed to the Web sites of various Sierra Club campaigns, where they become directly involved in the Club's ongoing environmental-protection efforts.

According to a recent article in *The Atlantic*, "Report Card: Which Groups Use Social Media?" in a contest among 102 of the nation's top pressure groups, cause organizations and trade associations, the Sierra Club is the top winner for using the most social media tools available online including online action centers to let visitors get updates and calls to action.

"We at the Sierra Club are thrilled to be recognized for our social networking actions and invite people to join in our online communities." —Sierra Club's Online Communities Coordinator



Sierra Club Outings

Sierra Readers Spend Time With Their Magazine

Readers of *Sierra* spending 30 to 90 minutes with the magazine 62%

Readers who rated *Sierra* as good/very good/ or one of my favorite magazines* 81%

SIERRA Readers Regularly Read:

<i>National Geographic</i>	59.9
<i>Smithsonian</i>	27.5
<i>National Wildlife Federation</i>	23.8
<i>Audubon</i>	19.7
<i>Sunset</i>	17.0
<i>Outside</i>	14.9
<i>Mother Earth News</i>	10.3
<i>Backpacker</i>	9.0
<i>Yoga Journal</i>	7.4
<i>Bicycling</i>	5.3



Sierra Club Inner City Outings

Sources: 2010 MRI Doublebase Study
 December 31, 2010, ABC Publisher's Statement
 2010 Spring MRI passalong

**For more information on SIERRA circulation,
 go to: www.sierraclub.org/sierra/guidelines**

Explore, Enjoy, and Protect the Planet

SIERRA

Standard: Reader Service—in print and online.
Banner Advertising—linked to your Web site.

CLAIR TAPPAAN LODGE: This rustic mountain retreat at the top of Donner Pass in California's Sierra Nevada is owned by the Sierra Club and hosts more than 12,000 guests per year. It is open year-round and is a great base for outdoor recreation in any season.
www.sierraclub.org/outings/lodges/ctl



Food & Beverage Products—Sierra can orchestrate a sampling program with our head chef. Samples can be provided to guests at breakfast and dinner or for their daypack

lunches. Product displays, samples, coupons, and recipes are possibilities to introduce Sierra Club members to your product. **Outdoor Gear & Apparel**—Sierra can create a display or promotion with your products (e.g., a raffle), which would be announced daily by the lodge manager at guest activities. **Product Display**—Your product can be made available for guests to check out and use while visiting the lodge. Sierra will also display supplied information on products and where they can be purchased.

SIERRA CLUB OUTINGS TRIPS: The Sierra Club leads adventure travel trips worldwide. Trips attract enthusiasts in all types of outdoor sports. Sierra can create a unique brand-awareness program for your product or service.
www.sierraclub.org/outings

SIERRA CLUB OUTINGS NATIONAL AND LOCAL CHAPTER/ GROUP VOLUNTEER LEADERS: E-mail Sierra Club Outings trip leaders targeting 600+ national and 5,000 local Chapter and Group leaders, an extremely influential segment of outdoors activists whose gear and apparel recommendations carry real credibility. Sierra can help you target a sport, season, or market.
www.sierraclub.org/outings/chapter



OUTDOOR ACTIVITIES TRAINING PROGRAM (OATP): A national training program for all Sierra Club Outings trip leaders offers training

workshops several times each year with approximately 50 trip leaders per workshop. Sierra can have your information and product samples displayed at the event. www.sierraclub.org/outings/training

SIERRA STUDENT COALITION (SSC): The SSC is the student-run arm of the Sierra Club with 30,000 strong in 250 groups nationwide on campuses and in high schools. Sampling of your product at SSC events can be arranged. www.ssc.org

INNER CITY OUTINGS & BUILDING BRIDGES TO THE OUTDOORS: These programs have provided nearly 500,000 underserved youths across the country with the opportunity to have a wilderness experience. Promote your support of Sierra Club youth programs. www.sierraclub.org/ico
www.sierraclub.org/insidetheoutdoors



SIERRA CLUB WATER SENTINELS
This program helps protect our waterways and has engaged 200,000 kids in fishing and paddling in the past year. SIERRA can arrange display of your product or brochures at their community events.
www.sierraclub.org/watersentinels

ONLINE PROGRAMS:
SIERRA offers online opportunities that will expose your brand through the various Sierra Club Web sites and communication channels. Potential audience reach of almost 3 million.



SIERRA CLUB GREEN HOME A searchable online directory of green products for your home. www.sierraclubgreenhome.com



SIERRA CLUB GREEN LIFE Daily tips for living well and doing good. www.sierraclub.typepad.com/greenlife/



SIERRA MAGAZINE Online version of the magazine featuring leaderboard and rectangle ads to reach your core audience. www.sierraclub.org/sierra/

SEASONAL CONTESTS
SIERRA hosts themed contests throughout the year to help promote your brand. Non-competitive companies offer a selection of prizes for our readers' next adventure.

READER SERVICE CARD where you can ask your product-specific questions.

Display advertisers earn 2% of their net advertising expenditures to apply toward all added-value programs that must be used within the advertiser's contract year in which they were earned. All added-value proposals are subject to the approval of Sierra Club and Sierra magazine. Not all programs are free of charge.

SIERRA

SIERRA GENERAL ADVERTISING RATES

(Effective with the January/February 2011 issue)

Rate base: 500,000

General Rates	1X	3X	6X	9X	12X
Cover 4	\$46,485	\$44,105	\$41,790	\$39,930	\$38,935
Covers 2, 3	42,605	40,565	38,300	37,330	36,455
Four Color	1X	3X	6X	9X	12X
Full Page	\$38,745	\$36,810	\$34,895	\$34,045	\$33,175
2/3	28,035	26,675	25,310	24,690	24,045
1/2	22,365	21,245	20,145	19,660	19,170
1/3	15,315	14,550	13,760	13,425	13,080
1/6	8,050	7,660	7,240	7,065	6,880
Two Color					
Full Page	\$31,695	\$30,100	\$28,545	\$27,820	\$27,140
2/3	23,135	21,935	20,760	20,265	19,720
1/2	18,210	17,290	16,395	15,990	15,595
1/3	12,275	11,640	11,055	10,770	10,520
1/6	6,460	6,140	5,810	5,655	5,535
Black & White					
Full Page	\$26,425	\$25,085	\$23,765	\$23,165	\$22,595
2/3	19,940	18,960	17,945	17,495	17,065
1/2	15,295	14,490	13,760	13,425	13,090
1/3	10,620	10,055	9,525	9,300	9,075
1/6	5,605	5,300	5,020	4,900	4,780

SIERRA MARKET GUIDE ADVERTISING RATES

(Effective with the January/February 2011 issue)

Rendezvous	1X	3X	6X
Black & White	\$2,250	\$2,070	\$1,880
Four Color	\$2,810	\$2,625	\$2,435
Adventure Black & White	1X	3X	6X
One Inch	\$865	\$800	\$765
Two Inches	\$1,505	\$1,405	\$1,315
Three Inches	\$2,165	\$2,030	\$1,905
Four Inches	\$2,810	\$2,650	\$2,475

Black & One Spot Color: \$75
 Black & Two Spot Colors: \$125
 Four Color: \$200

Classifieds
 Directory charge by the line: \$95

Production Charges
 Design/produce entire ad: \$85
 Conversion to QuarkXPress: \$85
 Copy changes to existing ad: \$45

See next page for Regional Advertising Rates

SIERRA

2011 REGIONAL ADVERTISING RATES

(For Internal Use Only - Effective with the January/February 2011 issue)

EASTERN REGION: 18 states

(Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida).

Rates are based on an average circulation of 182,829. Full-page units only.

Four Color: \$15,355

Two Color: \$13,630

Black & White: \$11,875

MIDWESTERN REGION: 20 states

(Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas).

Rates are based on an average circulation of 138,095. Full-page units only.

Four Color: \$11,460

Two Color: \$10,180

Black & White: \$8,895

WESTERN REGION: 13 states

(Alaska, Washington, Oregon, California, Hawaii, Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada).

Rates are based on an average circulation of 204,039. Full-page units only.

Four Color: \$19,330

Two Color: \$17,185

Black & White: \$14,980

CALIFORNIA ONLY:

Rates are based on an average circulation of 122,730. Full-page units only.

Four Color: \$17,170

Two Color: \$14,310

Black & White: \$12,735

Source: June 30, 2010 ABC Publisher's Statement.

Regional circulation derived from geographic distribution of January/February 2010 issue.

Updated 11/12/10

SIERRA

Reach a passionate and influential audience as an online advertising partner. The online edition of SIERRA offers a variety of opportunities, to showcase your products, services, and destinations, that will help you meet your goals, and help protect the environment. Visit SierraClub.org/Sierra.

Index Rates

Home Page

Creative Unit: Leaderboard

Dimensions: 728 x 90

CPM: 15

Creative Unit: Vertical Rectangle

Dimensions: 240 x 400

CPM: 15

Creative Unit: Homepage Roadblock

Dimensions: 728 x 90

Dimensions: 240 x 400

CPM: 25

Story Rates

Includes well-trafficked features including *The Green Life*. A blog of tips for living well and doing good from SIERRA.

Creative Unit: Leaderboard

Dimensions: 728 x 90

CPM: 15

Creative Unit: Vertical Rectangle

Dimensions: 240 x 400

CPM: 15

Creative Unit: Button

Dimensions: 160 x 90

CPM: 12

Electronic Newsletter Rates

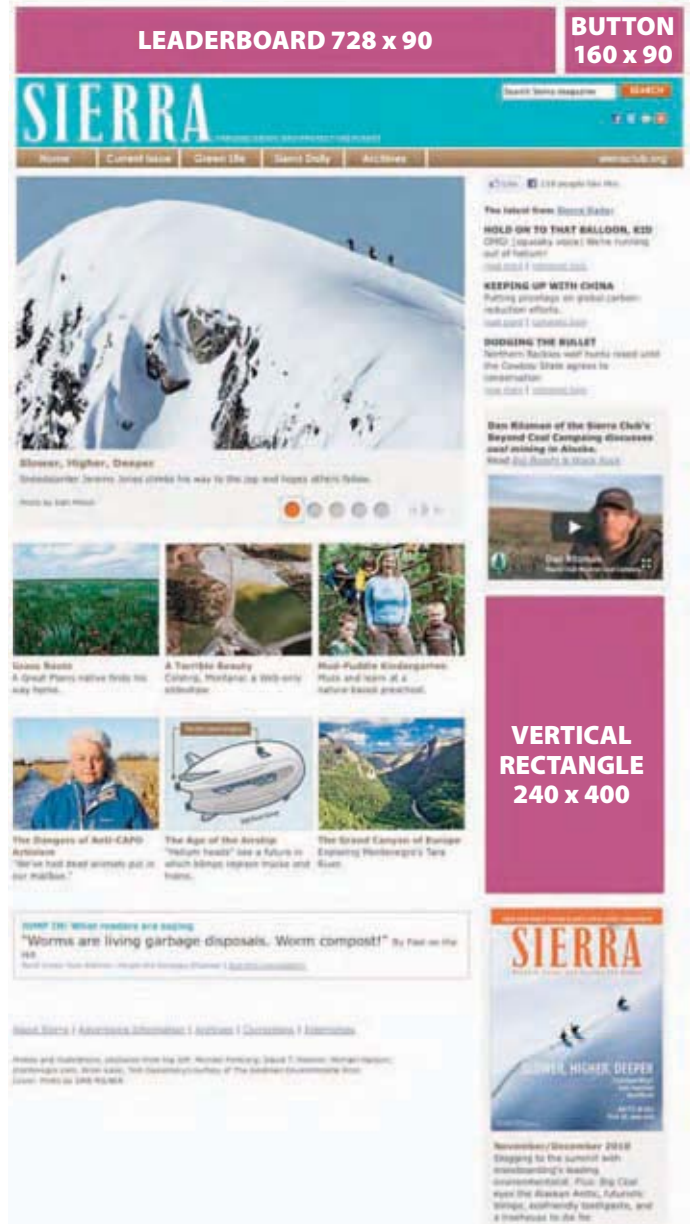
Green Life Tips

Daily tips for living well and doing good – reaches over 100,000 subscribers weekly.

Creative Unit: Rectangle

Dimensions: 220 x 180

CPM: 35



Online Guidelines

	Creative File Size	GIF/JPG File Size	Animation Time	Animation Looping
Leaderboard	728 x 90	20K	:15	3
Vertical Rectangle	240 x 400	30K	:15	3
Button	160 x 90	20K	:15	3
Rectangle	220 x 180	20K		

Creative must be received at least 3 business days before scheduled start date.

Standard IAB terms and conditions apply.

Traffic subject to change

Supply creative and tags to: vincent.ross@sierraclub.org

SIERRA

SIERRA ADVERTISING CLOSE/ON SALE DATES*(Dates subject to change)***2011**

Issue	Ad Space & Material Closing	Subscriber Drop (99.5% of Circulation)	Newsstand (0.5% of Circulation)
Jan/Feb 2011	Nov. 1 & Nov. 5, 2010 (Market Guide Closes Oct. 11, 2010)	Dec. 20, 2010 (Web goes live)	Dec. 22, 2010
Mar/Apr 2011	Jan. 4 & Jan. 7, 2011 (Market Guide Closes Dec. 10, 2010)	Feb. 17, 2011 (Web goes live)	Feb. 22, 2011
May/June 2011	Mar. 7 & Mar. 11, 2011 (Market Guide Closes Feb. 11, 2011)	Apr. 21, 2011 (Web goes live)	Apr. 26, 2011
Jul/Aug 2011	May 2 & May 6, 2011 (Market Guide Closes Apr. 15, 2011)	Jun. 16, 2011 (Web goes live)	Jun. 21, 2011
Sep/Oct 2011	July 5 & July 8, 2011 (Market Guide Closes Jun. 11, 2011)	Aug. 18, 2011 (Web goes live)	Aug. 23, 2011
Nov/Dec 2011	Aug. 29 & Sep. 2, 2011 (Market Guide Closes Aug. 11, 2011)	Oct. 13, 2011 (Web goes live)	Oct. 18, 2011

For Material Specifications, see reverse side of this page.

Advertising Production Coordinator:

Vincent Ross

Phone: 415-977-5650

FAX: 415-977-5794

E-mail: vincent.ross@sierraclub.org

SIERRA

Mechanical Requirements

Trim size: 8" x 10 1/2". For bleed ads, keep live matter 1/4" inside the trim dimensions. Non-bleed live matter should not exceed 7 1/2" x 10". Non-bleed fractional ads should be framed in a keyline sized to match the dimensions given below.

AD SIZE	BLEED	NON-BLEED
Full page	8 3/8" x 10 3/4"	6 13/16" x 9 3/16"
2 - page spread	16 1/2" x 10 3/4"	14 3/4" X 9 3/16"
2/3 - page vertical	5 1/4" x 10 3/4"	4 1/2" x 9 1/4"
1/2 - page island		4 1/2" x 6 7/8"
1/2 - page horizontal	8 3/8" x 5 3/8"	6 13/16" x 4 5/8"
1/3 - page vertical	3" x 10 3/4"	2 3/16" x 9 1/4"
1/3 - page square		4 1/2" x 4 1/2"
1/6 - page vertical		2 3/16" x 4 1/2"
1/6 - page horizontal		4 1/2" x 2 3/16"

Material Due Dates – 2011 **dates are subject to change*

MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC	JAN/FEB 12
7 Jan	11 Mar	6 May	8 Jul	2 Sep	4 Nov

File Formats

Sierra strongly suggests that ads be submitted as a properly created high-resolution (300 dpi at 100% of the desired printing size) PDF. All ads should come with a color proof made from the supplied file.

When preparing your PDF do not crop the ad. Include printer marks outside the bleed area (if applicable), indicating where the ad should be cropped. We request that the native Quark or InDesign file be sent as backup. Please "Collect for Output" (Quark), or "Package..." (InDesign), making sure to include all fonts and images.

Fonts

In order to accurately process the ad, you must include all screen and printer fonts used in the document. These rules also apply to text used in artwork.

Font styling attributes – bold, italic, etc. – should not be used. Please use the actual styled font.

Images

Photographic images should be processed as CMYK, at a resolution of no less than 300 dpi (dots per inch) at 100% of the desired printing size – no JPEG data.

Line art (bitmapped logos or scanned text) should be scanned at a resolution of 600-1200 dpi at 100% of the desired printing size. However, we recommend that these elements be sent in a vector-based format, such as an Illustrator EPS.

Media Transport

Sierra supports email, CD, DVD, and FTP. Please contact us with any questions.

Send Materials To:

Advertising Production Coordinator
Sierra Magazine
85 Second Street, 2nd Floor
San Francisco, CA 94105-3459
v. 415-977-5650 f. 415-977-5794
vincent.ross@sierraclub.org

101810

Photos courtesy © EricWunrow.com

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SIERRA MAGAZINE

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